





Cover Images

Top: Iaong Vang, MD, the 2023 student recipient of the MCW President's Community Engagement Award, and Kelsey Potratz, Program Coordinator III in the Office of Community Engagement, at the award ceremony.

Bottom: Venice Williams, Executive Director of Alice's Garden, shares her wisdom with the 2023 Community Engaged Scholars Immersion Program cohort.

MISSION

THE MEDICAL COLLEGE OF WISCONSIN (MCW) OFFICE OF COMMUNITY ENGAGEMENT (OCE) IS DEDICATED TO IMPROVING THE HEALTH OF COMMUNITIES IN WISCONSIN AND BEYOND BY ADVANCING THE ART AND SCIENCE OF COMMUNITY ENGAGEMENT AND MAKING MCW A NATIONAL LEADER IN IMPROVING THE HEALTH OF THE PUBLIC.

“The importance of MCW’s community engagement mission is reflected in the breadth and depth of our work with communities throughout the state to improve health for all. We applaud the efforts and accomplishments of the members of the MCW family and our partners to achieve this successful outcome together.”



John R. Raymond, Sr., MD
President and Chief Executive Officer



Joseph E. Kerschner, MD
The Julia A. Uihlein, MA, Dean of the School of Medicine
Provost and Executive Vice President

GUIDING PRINCIPLES

- Develop reciprocal and mutually beneficial partnerships with communities of Wisconsin.
- Use bi-directional dialogue to define and understand community and community engagement and identify program scope based on relevant community issues.
- Recognize the importance of relationships in developing strong community-academic partnerships with equitable power and agreed-upon responsibilities that acknowledge the historical imbalance of power.
- Build capacity within the Medical College of Wisconsin and the community, and effectively disseminate outcomes via diverse methods.

STEADFAST SERVICE

“The Office of Community Engagement (OCE) at the Medical College of Wisconsin (MCW) strives for growth and excellence in how we partner, communicate, educate, and learn alongside our community. We are excited to share this 2023 report with our partners, friends, and supporters in the spirit of gratitude for the collective efforts in advancing the principles of partnership and improving health in our communities in Wisconsin and beyond.

This report highlights the community engagement activities across our campuses in Milwaukee, Central Wisconsin (Wausau), and Green Bay. The work at our regional campuses focuses on health education for chronic disease prevention, including partnerships with community health workers to improve health and well-being. All of our medical students learn systematic approaches to community and individual health while establishing relationships with local organizations.

Community engagement efforts included graduate medical education, with first-year trainees from Anesthesiology, General Surgery, Radiation Oncology, Obstetrics and Gynecology, Neurology, Internal Medicine, Diagnostic Radiology, and Psychiatry all participating in a community outreach-based healthcare disparities curriculum.

MCW's community engagement efforts are recognized nationally and internationally. The Office of Global Health co-sponsored Milwaukee's 2023 World Refugee Day events which celebrates our refugee communities. Additionally, the School of Pharmacy was chosen as a finalist for the American Association of Colleges of Pharmacy Lawrence C. Weaver Transformative Community Service Award. Our community-engaged research efforts are also elevating pressing health concerns in our community such as maternal morbidity and housing instability.



Locally and statewide, the OCE continues to advance the goal of growing capacity in community engagement. The 2023 immersion program had its highest number of applicants to date. The program allowed scholars to work with community partners, apply community engagement principles, and gain valuable insights and experiences that will shape their future work.

The OCE also plays a critical role in the ThriveOn Collaboration between MCW, the Greater Milwaukee Foundation, and Royal Capital Group. This innovative partnership has grown and gained momentum as a generational investment in advancing health equity across Milwaukee. MCW will complete its ThriveOn King occupancy in spring 2024.

As I look to the future of the Office of Community Engagement, I am energized by many opportunities ahead. I look forward to strengthening partnerships not only internally with other departments, but with students and community-based organizations locally, nationally, and globally. By connecting students at all levels of learning with community partners, MCW is investing in the future of medical and graduate education that emphasizes the value of community engagement.

MCW is dedicated to advancing health equity across Milwaukee, Wisconsin, and beyond. We are inspired by all those who seek to improve the health and well-being of their communities. I am invigorated by the commitment to community engagement across our many departments, centers, and institutes. We too are part of the community, and our collaborative spirit moves us forward."

In gratitude,



Staci Young, PhD

Senior Associate Dean for Community Engagement
Director, Office of Community Engagement
Professor, Department of Family and Community Medicine
Inaugural Faculty Director, ThriveOn Collaboration
Associate Director, Community Outreach and Engagement, Cancer Center
Director, Center for Healthy Communities and Research

2023 OCE BY THE NUMBERS

THREE

3 MCW medical students funded by OCE for the Medical Student Summer Research Program (MSSRP).

FIVE

5 Awardees of the MCW President's Community Engagement Award. *See page 18.*

SIX

6 Non-English languages in which OCE team members are fluent. *See page 4.*

NINE

9 Selected awards to members of the OCE team. *See page 24.*

NINE

9 Community partners highlighted in the Community Engagement Spotlight Series. *See page 17.*

TEN

10 MCW units, including OCE, housing representatives at ThriveOn King. *See page 6.*

ELEVEN

11 Selected publications by members of the OCE team. *See page 25.*

SIXTEEN

16 MCW and University of Nebraska Medical Center medical students who attended the Student Summer Series. *See page 22.*

TWENTY-TWO

22 Members of ThriveOn Health Equity Academic Committee coordinated by OCE. *See page 7.*

TWENTY-THREE

23 Participants in the 3.5 day Community Engaged Scholars Immersion Program. *See page 23.*

TWENTY-NINE

29 Organizations with whom OCE team members volunteer. *See page 4.*

THIRTY-ONE

31 MCW staff and faculty members of OCE's Community Engagement Advisory Council. *See page 8.*

THIRTY-EIGHT

38 Selected presentations by members of the OCE team. *See page 24.*

FORTY-THREE

43 Items donated to OCE's first annual Community Engagement Donation Drive for Essential Supplies. *See page 20.*

SEVENTY-FOUR

74 Inquiries to OCE about partnership opportunities, facilitating connections with the community, speaker requests, sponsorship questions, and event promotion.

SEVENTY-SIX

76 Poster presentations at the Community Engagement Poster Session. *See page 16.*

ONE HUNDRED & FIVE

105 Attendees at the annual Community Engagement Conference. *See page 14.*

ONE HUNDRED & THIRTY-FIVE

135 Individuals with significant collaborations with OCE as members of community engagement-focused advisory committees; planners or presenters for programming; sponsors or reviewers for award nominations and applications; representatives of specific coalition and mission-focused efforts; providers of communications, scholarly writing, and data visualization efforts. *See page 28.*

SIX HUNDRED & TWENTY-ONE

621 MCW staff who reported CE activities in the Community Engagement Staff Survey. *See page 19.*

MEET THE TEAM



Staci Young, PhD (she/her/hers) | syoung@mcw.edu

Senior Associate Dean for Community Engagement
Director, Office of Community Engagement
Professor, Department of Family and Community Medicine
Inaugural Faculty Director, ThriveOn Collaboration
Associate Director, Community Outreach and Engagement, Cancer Center
Director, Center for Healthy Communities and Research

"I lead institution-wide efforts to grow the capacity of community engagement across our mission areas; I mentor students in community-engaged activities; and I lead community-engaged research projects with longstanding partners."

Sarah O'Connor, MS (she/her/hers) | spoconnor@mcw.edu

Program Director I, Office of Community Engagement

"I oversee the programming of the OCE, so I engage in a wide variety of activities to promote and grow community engagement both internally with MCW faculty, staff, and students and externally with community partners and other academic institutions. I am fortunate to collaborate with a skilled team of staff and faculty in these efforts."



Laila Azam, PhD (she/her/hers) | lsazam@mcw.edu

Research Scientist II, Department of Emergency Medicine; fluent in Arabic

"As a community/academic liaison my role provides valuable insights into the unique healthcare needs and challenges faced by the Muslim community so that we can build stronger relationships and partnerships."

Rebecca Bernstein, MD, MS (she/her/hers) | rbernstein@mcw.edu

Associate Professor, Department of Family and Community Medicine

"I advance community engagement by supporting community-engaged learning for medical students, residents, and faculty."



Kristine Burke, MPH, MSW (she/her/hers) | kburke@mcw.edu

Program Coordinator III, Office of Community Engagement; fluent in Latvian

"I advance community-engaged principles by planning and implementing innovative educational programming for students, staff, faculty, and community partners. Community engagement is constantly evolving!"

Yesica Desarden, BS (she/her/hers) | ydesarden@mcw.edu

Program Coordinator II, Office of Community Engagement; fluent in Spanish

"I give voice to OCE's efforts through communications such as our annual report and newsletters. Additionally, I have the opportunity to be a part of others' community engagement journeys by planning various programs available to staff, students, faculty, and community members, and by highlighting the work of community partners through the CE Spotlight series."



Zeno Franco, PhD (he/him/his) | zfranco@mcw.edu

Associate Professor, Department of Family and Community Medicine

Faculty, Center for Healthy Communities and Research
Staff Psychologist, Milwaukee VA Healthcare System
Affiliate Research Associate Professor, Computer Science, Marquette University

"I advance community engagement by working with US Military Veterans, Hispanic communities, & African American communities, as well as working toward public understanding of science and examining community-related and electronic health record data."

THE OCE TEAM SERVE AS BOARD MEMBERS, OFFICERS, VOLUNTEERS & COALITION/COMMITTEE MEMBERS WITH 29 ORGANIZATIONS/COALITIONS

- Atwater Elementary
- City on a Hill
- Congregation Shalom
- Continuum of Care
- Eras Senior Network
- Feeding America Eastern Wisconsin
- Islamic Society of Milwaukee
- Milwaukee County Organizations Promoting Prevention
- Milwaukee Muslim Women's Coalition
- Milwaukee Public School Recreation
- Milwaukee Youth Sports Alliance
- Muslim Community Health Center of Wisconsin
- North Shore Board of Health
- NourishMKE (formerly Friedens Food Pantries)
- Peer Specialists Limited



Ayodele Idowu, MBA (she/her/hers) | aidowu@mcw.edu

Business Operations Coordinator, Office of Community Engagement; fluent in Yoruba

"I advance community engagement by being a liaison working with other units at MCW for OCE office matters."

Bryan Johnston, MD (he/him/his) | bjohnston@mcw.edu

Assistant Professor, Department of Family and Community Medicine

**With the Office of Community Engagement for part of 2023.*



Jai Lor, BS (he/him/his) | jl@mcw.edu

Administrative Associate, Office of Community Engagement; fluent in Hmong

"I advance community engagement by serving as a point of contact between MCW units, our communities, and OCE staff and faculty."

David Nelson, PhD, MS (he/him/his) | danelson@mcw.edu

Professor, Department of Family and Community Medicine

Faculty, Center for Healthy Communities and Research

"To me, nothing is more important than thinking about the next generation of leaders in medicine and public health. In that regard, I like to share what I have learned and at the same time, learn from those that I am working with in a reciprocal manner."



Kelsey Potratz, BS (she/her/hers) | kpotratz@mcw.edu

Program Coordinator III, Office of Community Engagement

"I implement opportunities, such as the annual CE Poster Session and President's CE Award Ceremony, that recognize and celebrate the community engagement work of MCW faculty, staff, students, and our community and academic partners. These events create a space to connect and learn from one another and build a network of individuals dedicated to community engagement."

Madhumita Ravikumar, MS, BDS (she/her/hers) | mravikumar@mcw.edu

Data Analytics Consultant, Office of Community Engagement; fluent in Tamil

"I am working to streamline and increase the capture of community engagement data and translate findings to actionable insights that help advance community engagement."



Leslie Ruffalo, PhD, MS (she/her/hers) | lruffalo@mcw.edu

Associate Professor, Department of Family and Community Medicine

Co-director, Division of Medical Student Education, Department of Family and Community Medicine

Faculty, Center for Healthy Communities and Research

"I work to integrate community engagement into education. I'm also a community-engaged researcher."

Christopher J. Simenz, PhD, MS (he/him/his) | csimenz@mcw.edu

Associate Professor, Institute for Health & Equity

Associate Director, Master's and Doctor of Public Health Programs

"I engage as a partner with a number of Milwaukee communities to support health and prevention, most regularly around wellness, food insecurity, and housing insecurity."



- Ronald Reagan High School NAF STEAM Board
- Shorewood Swim Club
- Sixteenth Street Community Health Centers
- Somerset Condo Association
- StreetLife Communities

- Tikun Ha'ir
- University of Wisconsin Extension
- University of Wisconsin Population Health Institute Advisory Board
- Wello
- Wisconsin Academy of Family Physicians
- Wisconsin Association of Free and Charitable Clinics

- Wisconsin Coalition to End Social Isolation and Loneliness
- Wisconsin Community Services
- WUWM Radio

THRIVEON



ThriveOn King

Representatives from the following MCW programs, centers, institutes, and offices will be housed at ThriveOn King:

- Advancing a Healthier Wisconsin Endowment
- Center for Advancing Population Science
- Center for AIDS Intervention Research
- Comprehensive Injury Center—the Division of Community Safety and 414LIFE and the Division of Data Surveillance and Informatics
- Froedtert & the Medical College of Wisconsin Cancer Center: Community Outreach and Engagement Team
- HIV Care and Prevention Program
- Institute for Health & Equity: Division of Epidemiology & Social Sciences and the Public & Community Health PhD Program
- Maternal Health Research Center of Excellence
- Office of Community Engagement
- School of Medicine's Health Equity Scholars Program

The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) is planning a 2024 move into the redeveloped *ThriveOn King* building, the former Gimbels-Schuster's Department Store located at 2153 N. Dr. Martin Luther King Jr. Drive in Milwaukee.

MCW, the *Greater Milwaukee Foundation (GMF)*, and *Royal Capital (RC)* founded the *ThriveOn Collaboration* on a joint vision for a Milwaukee that is equitable, healthy, and thriving for all. Located proximal to three north side neighborhoods—Halyard Park, Harambee, and Brewers Hill—*ThriveOn King* will feature community, commercial, and residential space.

RC is leading the restoration of the iconic building in the *Historic King Drive* district. MCW and *GMF* will be anchor tenants of the nearly 400,000 square-foot project and are working in close partnership with *RC* to create a reimagined place that brings economic and social benefit to the community.

Through visioning sessions, one-on-one interviews, community meetings, and outreach events, residents have been involved in and informed about the development of this collaboration and helped to identify the five priority areas for the building spaces: housing, early childhood education, health and wellness, social cohesion, and economic opportunity.

GMF will move its entire headquarters to the *ThriveOn King* building and MCW will house many of its community engagement programs there. The first floor of the building will house tenant partners *Malaika Early Learning Center*, *JobsWork MKE*, and *Versiti Blood Center of Wisconsin*, and will also feature community gathering space, public art, wellness space, healthy food options, and more.

ThriveOn King also plans to include approximately 90 units of mixed-income housing for families, seniors, and students.

THRIVEON BLOCK PARTY

In September, the *ThriveOn Collaboration* celebrated its second annual block party surrounded by ThriveOn neighbors, community partners, and the future tenants of the *ThriveOn King* building, the restored and redeveloped iconic Gimbels-Schuster's Department Store building in the *Historic King Drive* district.

Staff and faculty from the Office of Community Engagement interacted with community residents, business owners, and ThriveOn partners during the event, which consisted of delicious food by local food vendors, activities for children, and lively music. Food vendors at the party included *Confectionately Yours*, *Honeybee Sage Wellness & Apothecary*, *No Bayou*, *Pepperpot on MLK*, *Rise & Grind Café*, and *Sam's Place Jazz Café*.

THRIVEON HEALTH EQUITY ACADEMIC COMMITTEE

The *Health Equity Academic Committee (HEAC)* launched in 2022 and continues to advance its commitment to the *ThriveOn Collaboration* efforts through place-based investment. The *HEAC's* goal is to collaboratively identify goals and strategies to ensure MCW's community engagement mission is aligned with programmatic efforts with the partners and neighborhoods surrounding the *ThriveOn King* building.

Over the last year, the committee launched subgroups focused on MCW's missions: research, education, clinical care, and community engagement. The *HEAC* has gathered information from internal and external stakeholders to learn about programs and partnership opportunities. Guided by a vision to enhance health equity, the *HEAC* will identify long-term success indicators for MCW's ThriveOn activities.

HEAC MEMBERS:

Tonnie Boston, *Versiti Blood Center of Wisconsin*

Laura Cassidy, PhD, *Institute for Healthy & Equity*

Terri deRoos-Cassini, PhD, *Comprehensive Injury Center*

Kathryn Dunn, *Greater Milwaukee Foundation*

Cassie Ferguson, MD, *Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education*

Jose Franco, MD, *Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education*

Carol Galletly, JD, PhD, *Center for AIDS Intervention Research*

Joseph Gravel, Jr., MD, FAAFP, *Family and Community Medicine*

Cecilia Hillard, PhD, *Office of Research*

C. Greer Jordan, PhD, MBA, *Office of Diversity and Inclusion*

Adina Kalet, MD, MPH, *Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education*

Gustavo Leone, PhD, *Cancer Center*

Michael Levas, MD, *Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education (former member)*

Ugwuji Maduekwe, MD, MMSc, MPH, *Advancing a Healthier Wisconsin Endowment*

Ian Martin, MD, MBA, FACEP, FAAEM, *Emergency Medicine*

John Meurer, MD, MBA, *Institute for Healthy & Equity*

David Nelson, PhD, *Family and Community Medicine*

Devarati Syam, PhD, *Robert D. and Patricia E. Kern Institute for the Transformation of Medical Education*

Kyle Van Arendonk, MD, PhD, *Bud and Sue Selig Hub for Health Services Research (former member)*

Greg Wesley, JD, SVP, *Strategic Alliances and Business Development*

Joni Williams, MD, MPH, *Center for Advancing Population Science*

Staci Young, PhD, *Family and Community Medicine, Community Engagement*

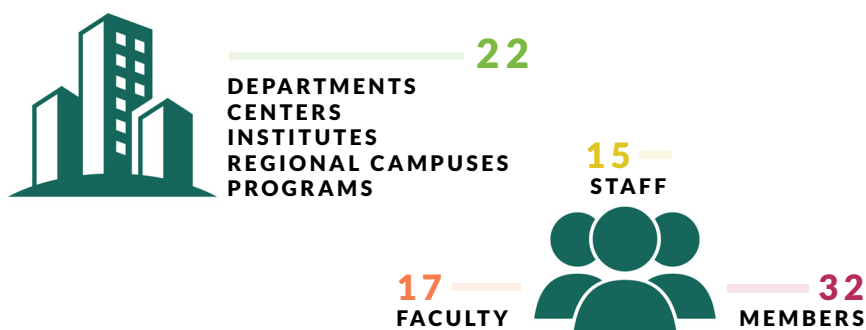


ADVISORY COUNCIL

The *Community Engagement Advisory Council* (CEAC) at the Medical College of Wisconsin (MCW) stands as a pivotal initiative within the MCW Office of Community Engagement (OCE). The primary objective of the CEAC is to institutionalize community engagement (CE) throughout MCW and align it with the three other missions of research, education, and clinical care.

Formed as an internal advisory council with members serving two-year terms starting in 2023, the CEAC operates in collaboration with stakeholders from 22 MCW departments, centers, institutes, regional campuses, and programs. In conjunction with OCE, the council is working to centralize awareness of CE and increase collaboration around CE on an institutional level. This group, comprising 17 faculty and 14 staff members, includes a wide array of expertise and interest in the ever-evolving CE landscape at MCW.

The purpose of the CEAC is to advance the CE mission in practical and measurable ways across all MCW business and academic units and provide MCW faculty and staff with tangible opportunities to become more involved in MCW's CE efforts. The council aims to guide the institution toward a more robust, impactful, and inclusive approach to CE, contributing significantly to all of MCW's missions.



2023 UNITS REPRESENTED

- Academic Affairs, Curriculum
- *All of Us* Wisconsin Research Program
- Cancer Center
- Center for Immunology
- Clinical and Translational Science Institute
- Comprehensive Injury Center
- Emergency Medicine
- Family and Community Medicine
- General Internal Medicine
- Institute for Health & Equity
- Kern Institute
- MCW-Central Wisconsin
- Medicine
- Neurology
- Obstetrics and Gynecology
- Office of Diversity and Inclusion
- Office of Institutional Advancement
- Office of Research
- Pediatrics
- Psychiatry and Behavioral Medicine
- School of Pharmacy
- Surgery

2023 CEAC MEMBERS

Kevin Boggs, MBA, PhD – *Office of Research*
Michelle Broadus, PhD – *Psychiatry and Behavioral Medicine/Center for AIDS Intervention Research*
Tobi Cawthra, MPH – *Medicine/Hematology-Oncology*
Venus Coates, MBA – *Kern Institute*
M. Riccardo Colella, DO, MPH – *Emergency Medicine, Division of EMS Medicine*
Marc De Moya, MD – *Surgery*
Michael DeBisschop, PharmD – *School of Pharmacy, Department of Clinical Sciences*
Julia Dickson-Gomez, PhD – *Institute for Health & Equity*
Amy Donahue, MLIS, MGCS, CGC – *Obstetrics and Gynecology, Genetic Counseling/Institute for Health & Equity, MSGC Program*
Karen Dotson, MHSA – *All of Us Research Program*
Mark Flower – *Psychiatry and Behavioral Medicine*
Constance Gundacker, MD – *Pediatrics, General and Community Pediatrics*
Marla Habert – *Office of Institutional Advancement*
Jennifer Hernandez-Meier, PhD, MSW – *Emergency Medicine*
Christina Hoppe – *Pediatrics, Medical Education*
Jennifer Koop, PhD – *Neurology (Neuropsychology)*

Jamila Kwarteng, MS, PhD – *Institute for Health & Equity, Community Health*
Sarah Leineweber – *Academic Affairs, Curriculum Department*
Rebecca Lundh, MD – *Family and Community Medicine*
Reggie Moore – *Comprehensive Injury Center*
Debra Nevels, MSHCM – *Cancer Center*
Corina Norrbom, MD – *MCW-Central Wisconsin, Family and Community Medicine*
Aasim Padela, MD, MSc, FACEP – *Emergency Medicine*
Amy Parry, MPH, MPT – *Institute for Health & Equity, Division of Epidemiology and Social Sciences*
Katherine Quinn, PhD – *Psychiatry and Behavioral Medicine, Center for AIDS Intervention Research*
Taylor Sonnenberg, MD, MSGH – *Emergency Medicine, Division of Global and Population Health*
Janine Tucker, MS – *Office of Diversity and Inclusion*
Doriell Ward, PhD – *Clinical and Translational Science Institute*
Ben Weston, MD, MPH – *Emergency Medicine*
Joni Williams, MD, MPH – *Department of Medicine/ Division of General Internal Medicine*
Joanna Woodbury, APSW – *Medicine, Infectious Disease*
Jennifer Zamora, MS – *Center for Immunology*

MCW - GREEN BAY

The Medical College of Wisconsin (MCW)-Green Bay campus hosted the *Community Matters* community research poster forum in the fall of 2023 to highlight 19 scholarly projects completed by their medical students in partnership with local community organizations.

MCW-Green Bay medical students are required to complete a community-oriented primary care scholarly research project, which emphasizes a systematic approach to community and individual health, combining elements of epidemiology, primary care, preventive medicine, and health promotion. According to **David Ferguson**, MD, adjunct assistant professor and Pathway course director, "Through the Physicians in the Community Pathway course and other aspects of the curriculum, our students establish relationships with many local organizations directly involved with the health and well-being of our community. Working with our partners, the students identify health needs, design appropriate interventions, and assess the interventions' effects, resulting in a public poster presentation. Our goal is to help students become community-engaged physicians, moving us from the care we have to the care we need."

Student projects link medical education with the resources and needs of Green Bay-area communities to promote health in northeastern Wisconsin. This unique MCW experience is designed to cultivate medical skills and interests, deepen ties to the community, and provide an appreciation for the physician's potential role and impact on local health needs.

Six abstracts were delivered as scholarly project presentations:

- Concussions in NCAA versus Recreational College Athletes (**Matthew Barthel**)
- Patient and Parent Satisfaction of a Transition of Care Program in Adolescents with Congenital Heart Disease (**Mariah Schultz**)
- Assessing Sleep Quality and Burnout in First Responder Providers (**Rebecca Mastey** and **Logan Pearson**)
- Assessing Access to Prenatal Care and Maternal-fetal Outcomes in Brown County, Wisconsin (**Hannah Mueller-Boysen**)
- Police Officers' Mental Health Needs and Crisis Readiness (**Zachary Bracken** and **Dalton Shaw**)
- Analysis of Wisconsin Aging and Disability Resource Center Falls Prevention Programs (**Brooke Koehn** and **Jenna Loefer**)

MCW - CENTRAL WISCONSIN

The Medical College of Wisconsin (MCW)-Central Wisconsin campus continues to focus on facilitating access to culturally and linguistically appropriate healthcare for Hmong and Hispanic communities, including the implementation of community-led diabetes education. The impact of diabetes on health can be extensive. Serious complications can include heart disease, stroke, amputation, end-stage kidney disease, vision loss, and death, and there are significant inequities related to diabetes incidence and outcomes for Hmong and Hispanic populations.

Early diagnosis, management, and prevention can improve health outcomes, but diabetes health education is difficult when language, literacy, and cultural barriers are present. Many Hmong and Hispanic patients are not connected to a primary care physician or health system, and they face disparities in education, employment, income, housing, transportation, social connections, and support that directly affect health.

Community-led diabetes education was envisioned by Community Health Workers (CHWs) from the *Hmong and Hispanic Communication Network (H2N)*, which is directed by **Corina Norrbom**, MD, an assistant professor at MCW-Central Wisconsin. The H2N project aims to: 1) improve health and well-being for people with diabetes in Hmong and Hispanic communities; 2) facilitate access to primary care provider teams, and 3) decrease barriers and social determinants that impact health literacy and access to health information and healthcare.

CHWs sought intensive training to be *Healthy Living With Diabetes* (HLWD) program leaders. HLWD is an evidence-based workshop in which small groups meet for 2.5 hours weekly for six weeks with their program leaders. Effective recruitment for the program involved personal outreach by CHWs and the selection of workshop times and locations that were convenient and safe for program participants. The workshops occurred throughout 2023. A total of 32 Hispanic and Hmong individuals have been reached by the program, and participant response has been overwhelmingly positive.

This project is partially funded by the *Advancing a Healthier Wisconsin Endowment*.

*Pictures from left: In collaboration with HLWD leadership, CHWs **Mai Yang Lor** (left) and **Sheng Khang** (right) adapted HLWD workshops for Hmong language and culture. CHWs **Norma Castro** (left) and **Isis Vidal** (right) doing outreach about HLWD at a community event. CHWs **Norma Castro** (pictured) and **Isis Vidal** presented a poster at the National Association of Community Health Workers annual conference in Austin, TX.*



MCW - MILWAUKEE

The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) is pleased to highlight community engagement efforts happening across MCW–Milwaukee in 2023. Following is a sampling from the *Office of Global Health*, the *School of Pharmacy*, and five departments (*Anesthesiology, Neurosurgery, Obstetrics and Gynecology, Pharmacology and Toxicology, and Radiation Oncology*).



FROM THE OFFICE OF GLOBAL HEALTH

The *Office of Global Health* through its *Our City of Nations* initiative co-sponsored *Milwaukee's 2023 World Refugee Day* event, June 25 at *Lynden Sculpture Garden* organized by *The HOME Refugee Steering Committee* who invited the greater Milwaukee community to observe the day in a series of outdoor events and programs that celebrate refugee communities through art, food, fashion, and performance. Other co-sponsors were *Anthem Blue Cross Blue Shield*, the *Wisconsin Department of Children and Families – Bureau of Refugee Programs*, who organized as both a resource fair and a celebration of many cultures. In addition to making art, tasting food, and listening to stories, poems, and music and dance, visitors gathered information on local community resources and services for refugees from 19 organizations: the *Milwaukee Public Library*; *Hanan Refugees Relief Group*; *Wisconsin Department of Workforce Development's Worker Connection Program*; *Neighborhood House of Milwaukee – International Learning Program*; *Hmong American Friendship Association*; *Community Center for Immigrants*; *Hunger Task Force*; *Covering Wisconsin*; *United Nations Association of Greater Milwaukee*; *Catholic Charities Milwaukee*; *Milwaukee Consortium of Hmong Health, Inc.*; *Amigo's Rotary Club*; *Jewish Social Services Madison*; *Progressive Community Health Centers*; *SEAL, Inc.*; *Madison Refugee Union*; *Maximus, Inc.*; *International Institute of Wisconsin*; and the *University of Wisconsin-Milwaukee Libraries & Institute of World Affairs*.



FROM THE MCW SCHOOL OF PHARMACY

The *MCW School of Pharmacy (SOP)* was chosen as a finalist for the *American Association of Colleges of Pharmacy (AACP) Lawrence C. Weaver Transformative Community Service Award* and completed a site visit with *AACP* in December of 2023. The award "is presented annually to one college or school of pharmacy, demonstrating a major institutional commitment to addressing unmet community needs through education, practice, and research."

MCW SOP's AACP Lawrence C. Weaver Transformative Community Service Award application highlighted their engagement since 2017 in over 56 *Introductory Pharmacy Practice Experience (IPPE)* and *Advanced Pharmacy Practice Experience (APPE)* rotations at sites located in areas designated as medically underserved in Wisconsin. Through its *MCW Neighborhood Partners* program, the *SOP* partnered with underserved communities to select which preventive services would most benefit residents, then created a health screening workflow to ensure efficient service delivery. Ongoing *SOP* efforts have included working with community partner *Next Door* and other organizations to provide health screenings, vaccination clinics, and naloxone administration/opioid overdose response training. Finally, *SOP* has worked with the *MCW student-run Saturday Clinic for the Uninsured* on improving medication refill and reminder systems.



FROM THE DEPARTMENT OF ANESTHESIOLOGY

Anne Castro, MD, assistant professor in the *Department of Anesthesiology*, led the completion of the first pilot year of an educational research project designing and evaluating a community outreach-based healthcare disparities curriculum for first-year medical trainees at MCW. Thirty-nine trainees participated from five programs: *Anesthesiology, General Surgery, Radiation Oncology, Obstetrics and Gynecology*, and *Neurology*. In fall 2023, as part of pilot year two, the team extended the project to three new residency groups: *Internal Medicine, Diagnostic Radiology*, and *Psychiatry*.

This effort was funded by *Advancing a Healthier Wisconsin (AHW)* and led by Principal Investigator (PI) Dr. Castro, along with co-investigators **Jessica De Santis**, PhD, assistant professor in the *Department of Anesthesiology*; **David Nelson**, PhD, MS, professor in the *Department of Family and Community Medicine*; **Tracy Zundel**, MD, associate professor in the *Department of Anesthesiology*; **Chelsea Willie**, MD, associate professor in the *Department of Anesthesiology*; **Michael Malinowski**, MD, FACS, associate professor in the *Department of Surgery*; **Stacy Fairbanks**, MD, associate professor in the *Department of Anesthesiology*; **Robert Treat**, PhD, associate professor in *Academic Affairs*; **Christopher Simenz**, PhD, associate professor in the *Institute for Health & Equity*; **Chad Carlson**, MD, professor in the *Department of Neurology*; **Jessica Francis**, MD, associate professor in the *Department of Obstetrics and Gynecology*; **Mac Longo**, MD, associate professor in the *Department of Radiation Oncology*; and **Christina Georgeades**, MD, research resident in the *Department of Surgery*.

Community organizations partnered with the project to provide learning and volunteer opportunities for participating trainees who were relieved from clinical duties and spent two half days learning from organizations including *StreetLife Communities*, an organization serving those who are experiencing homelessness; *All Saints Family Health Center*, which provides many services including a community garden; *United Community Center*, a Hispanic-serving center on the south side offering services and opportunities throughout the lifespan; and *Feeding America Eastern Wisconsin*, a hunger-relief organization.

The trainees also participated in 2.5 half-days of didactics focusing on healthcare disparities, which were led by faculty from MCW as well as community partners, including a talk on the history of Milwaukee, racism, and healthcare disparities led by **Reggie Jackson** from *Nurturing Diversity Partners*.

The group is assessing the curriculum to understand its impact on trainee knowledge, perspectives, and wellness, as well as the perspectives of community partners, and will use its findings to design future curriculum and engagement opportunities.



FROM THE DEPARTMENT OF NEUROSURGERY

Diaper need has been cited as the number one predictor of maternal depression, and almost half of families nationwide with children under the age of four struggle to buy diapers. To help address that need, the *Department of Neurosurgery's Justice, Equity, Diversity, and Inclusion (JEDI) Committee* partnered with the *Milwaukee Diaper Mission* to host a diaper drive at the Medical College of Wisconsin (MCW) during September 2023. The drive solicited donations through collection boxes placed throughout MCW, as well as a 12-hour drive-through diaper drive during *National Diaper Need Awareness Week*. The successful drive collected 13,252 diapers, along with hundreds of wipes and feminine products to benefit *Milwaukee Diaper Mission*.

Milwaukee Diaper Mission provides diapers and other health products to approximately 2,500 children and 1,000 women every month through distribution partnerships with local food banks and charities. To date, they've distributed more than 1.1 million disposable diapers.

The *Neurosurgery JEDI Committee* reports that planning has already begun for the 2024 diaper drive!

MCW - MILWAUKEE



FROM THE DEPARTMENT OF OBSTETRICS AND GYNECOLOGY

Anna Palatnik, MD, associate professor in the *Department of Obstetrics and Gynecology*, is the PI for a team of academic and community researchers who were awarded a 7-year U54 grant from the *National Institutes of Health* for the development of the *ASCEND WI Center: Addressing Key Social-Structural Risk Factors for RaCial Disparities in MatErNal MorbiDity* in Southeastern Wisconsin. The *ASCEND WI Center* comprises two research projects, a community partnership component, and a training component.

The first research project is *HOME: The Effect of Housing Instability and Neighborhood Deprivation on Maternal Health*. Academic co-investigator **Julia Dickson-Gomez**, PhD, professor in the *Institute for Health & Equity* is collaborating with community co-investigator **Jennifer Harris**, MEd, Research and Policy Manager at the *Social Development Commission*. The research aims are to understand characteristics that contribute to increased housing stability among low-income pregnant people; to explore the impact of housing instability/homelessness and neighborhood conditions on the physical and mental health of pregnant people, allostatic load, and pregnancy outcomes; and to identify the service needs of pregnant people in various housing statuses.

The second research project is *BUNDLE: Building Trust and Uniting Teams through Doula Partnership*. Academic co-investigators **Jessica Olson**, PhD, assistant professor in the *Institute for Health & Equity*, and **Joni Williams**, MD, associate professor in the *Department of Medicine* are partnering with community co-investigator **Dalvery Blackwell**, co-founder and executive director at the *African American Breastfeeding Network*. The research aims are to develop an integrated prenatal care model of medical providers and doulas in Southeastern Wisconsin; to compare the effectiveness of the integrated prenatal care model to standard prenatal care in improving healthcare engagement and trust and reducing adverse maternal outcomes; and to disseminate findings to scholarly and community-based forums, and actively pursue opportunities for systems- and policy-level change.

TEAM: Transdisciplinary and Equitable Approaches to Maternal Health is the community partnership component. Dr. Olson will work with community partners including the *Social Development Commission*, the *African American Breastfeeding Network*, *Acts Housing*, the *Housing Authority of the City of Milwaukee*, *Sixteenth Street Community Health Center*, *Froedtert Health*, and *Prenatal Care Coordination*. The aims are to create a TEAM that includes experts from research, clinical, population health, and community settings to generate a conceptual model of maternal health disparities in Southeastern Wisconsin; facilitate engagement across all project components to ensure equitable, trusting relationships between all members of the *ASCEND WI Center*; and to disseminate results of partnership in government, community, clinical, and academic settings.

Finally, the training component is *ENHANCE-M: Early Career-Centered Enrichment to Advance Research Careers in Maternal Health*. This component is led by co-investigator **Janet Rader**, MD, chair and professor in the *Department of Obstetrics & Gynecology*, in partnership with *Alverno College*, *University of Wisconsin-Milwaukee*, and *University of Wisconsin-Madison*. The aims are to recruit postdoctoral fellows and early stage investigators from racially and ethnically diverse backgrounds to participate in and implement a maternal health clinical research program focused on community-engaged research and clinical trials.





FROM THE DEPARTMENT OF PHARMACOLOGY AND TOXICOLOGY

Carol Williams, PhD, professor in the *Department of Pharmacology and Toxicology*, and **Rev. Deborah Thomas**, DD, founder and pastor at the *House of Grace Kingdom Ministry*, co-lead the *Cancer Disparities Curriculum for Research and Community Scholars*. The program is part of the *Community Cancer Science Network* and is funded by AHW. It is now in its third year with a new cohort of Scholars, after the first and second cohorts successfully completed the program. *The Cancer Disparities Curriculum for Research and Community Scholars* is designed to build equitable partnerships between community members and biomedical researchers to address cancer disparities and aims to diminish the mistrust of the healthcare field and biomedical research that is prevalent among members of underserved communities in Milwaukee. The program also seeks to elucidate for clinicians and biomedical researchers the reasons for mistrust and the social determinants that give rise to cancer disparities.

John Mantsch, PhD, professor and chair in the *Department of Pharmacology and Toxicology*, leads a team using precision epidemiology and community partnerships to identify and address health disparities in opioid overdoses in Milwaukee County. The team includes **Rina Ghose**, PhD, professor of engineering at the *University of Wisconsin-Milwaukee* and **Connie Kostelac**, PhD, assistant professor in the *Institute for Health & Equity*, and involves partnerships with the *Milwaukee Office of Emergency Management*, the *Milwaukee Medical Examiner*, *Project WisHope* (the largest peer support network in Southeast Wisconsin), and the *Social Development Commission*. Building on findings that the effectiveness of approaches targeting opioid overdoses varies across the diverse communities of Milwaukee County, this project uses precision epidemiology and data-guided community engagement to identify community characteristics that influence overdoses and recovery with the goal of optimizing the response to the opioid crisis. The project has found low impact of Narcan availability in Black communities and low utilization of harm reduction resources by Black community members in Milwaukee, highlighting a pressing need for efforts to evaluate challenges and identify strategies for educating and supporting community members who are using drugs. Community engagement in the peer community indicates that stigma, mistrust, resource access, and limited harm reduction education are key factors to address.



FROM THE DEPARTMENT OF RADIATION ONCOLOGY

The department was involved in a variety of efforts in 2023 to share information and connect with patients and the broader community about pancreatic, prostate, and colorectal cancer prevention and treatment.

For the *Mary Ann and Charles LaBahn Pancreatic Cancer Program Pancreatic Awareness Month Patient Lecture Series*, **Beth Erickson**, MD, professor in the *Department of Radiation Oncology*, delivered a talk entitled “*Radiation for pancreatic cancer—why is it a part of the treatment course?*”

Mac Longo, MD, associate professor in the *Department of Radiation Oncology*, delivered a community talk entitled “*Solutions to Prevent Prostate and Colorectal Cancer*” at the *Embassy Center Men’s Retreat: Solutions to Prevent Prostate and Colorectal Cancer*. The event invited men to learn valuable health information from medical experts and a panel of survivors and to obtain PSA screening. Nearly 50 members of the community attended, and a majority of them were screened.

Dr. Longo also delivered a talk entitled “*Advancements in Radiation Oncology for Prostate Cancer: A Comprehensive Update*” at the second annual *Milwaukee Prostate Cancer Patient and Caregiver Summit*. The interactive meeting was hosted by the *Froedtert & MCW Cancer Center* in partnership with the *Prostate Cancer Foundation* and was attended by hundreds of prostate cancer patients and their family members. The goal was to connect prostate cancer experts with patients and their caregivers to discuss novel strategies to combat prostate cancer as well as to provide resources for their cancer journeys.

EMBRACING "A NEW ERA OF COMMUNITY ENGAGEMENT"

The May 2023 annual conference, "A New Era of Community Engagement," reflected on how community engagement (CE) changed out of necessity during the COVID-19 pandemic. Hosted by the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) at the *Milwaukee County Zoo*, this conference explored the profound influence of CE in the fields of healthcare, education, and research.

Through a variety of sessions and workshops, attendees explored how collaborative efforts positively impacted social determinants of health (SDOH) during the ever-changing pandemic. The conference's theme underscored the prevailing need for innovative approaches to community-driven healthcare, research, and education. This conference gathered thought leaders, practitioners, and advocates who sought to reimagine the dynamics of CE throughout the pandemic.

MODERATOR

- **David Nelson**, PhD, MS, professor, MCW-Milwaukee

PANELISTS

- **Eddie Cannedy**, certified community health worker
- **Jessica Currie**, founder and executive director of *Missionary Currie for Women and Children, Inc.*
- **Bryan Johnston**, MD, assistant professor, MCW-Milwaukee
- **Wally Orzechowski**, MSPH, MBA, former executive director of the *Southwestern Wisconsin Community Action Program*

FACILITATORS

- **Rebecca Bernstein**, MD, MS, associate professor, MCW-Milwaukee
- **Ella Dunbar**, MEd, community outreach manager, *Social Development Commission*
- **Tanya Potter**, MA, T-SBIRT project coordinator, *Workforce Resource, Inc.*
- **Leslie Ruffalo**, PhD, MS, associate professor, MCW-Milwaukee
- **Shary Pérez Torres**, MPH, health research program coordinator, *United Community Center*
- **Azure'De (DeDe) Williams**, executive director, *Milwaukee Area Health Education Center (former)*, *Wisconsin Reach Out & Read (current)*

PRESENTERS

- **Zeno Franco**, PhD, associate professor, MCW-Milwaukee
- **Corina Norrbom**, MD, assistant professor, MCW-Central Wisconsin
- **Mariana Savela**, program manager and certified health navigator, *Hmong and Hispanic Communication Network (H2N)*, *Wisconsin Institute for Public Policy and Service*
- **Toufue Xiong**, community coordinator, *Hmong and Hispanic Communication Network (H2N)*, *Wisconsin Institute for Public Policy and Service*

INNOVATIONS AND OFFERINGS

The conference also introduced a novel offering—professional headshots by **John O'Hara Photography**, provided free of charge to all attendees. This gesture exemplified the event's commitment to enhancing the personal and professional development of those in the field.

A guided meditation and sound bath session facilitated by **Melissa Blue Muhammad**, founder of *Allah Mode*, offered attendees a calming environment, promoting self-care and mindfulness. This session served as a reminder of the importance of well-being for those involved in this demanding field.

KEYNOTE INSIGHT

The conference's opening featured **George Hinton**, MHA, D.Hum h.c., the chief executive officer of the *Social Development Commission*, Milwaukee County's Community Action Agency. His insightful keynote address, *"Between Healthcare and Welfare: A Community Engagement Perspective"* set the stage for the day's discussions. Hinton's wisdom and experience in community development were a testament to the commitment and determination required to address SDOH in Milwaukee communities.

PANELS + SESSIONS THAT RESONATED

The heart of the conference was in its diverse sessions, which explored the multifaceted aspects of CE.

COMMUNITY ENGAGEMENT IN THE AGE OF THE PANDEMIC

The panel discussion, *"Community Engagement in the Age of Pandemic,"* was a compelling exploration of how the COVID-19 pandemic reshaped the dynamics of community involvement. Panelists shared their personal experiences and insights into adapting to challenges and emphasized the resilience of communities and advocates committed to CE.

IDEAS TO ACTION

The session titled *"Ideas to Action: Addressing Social Determinants of Health during COVID-19"* was a workshop where attendees were active participants. Collaborating with others at pre-assigned table groups, attendees discussed various real-world case studies from the pandemic. Participants explored how the pandemic influenced SDOH factors in each case study through robust conversations. Participants considered pre-existing resources that would benefit each case study and brainstormed new resources and opportunities. This hands-on activity promoted a more comprehensive understanding of both societal and personal factors affected by the pandemic.

EQUITABLE COVID-19 RESPONSE

Another session, *"Equitable COVID-19 Response: Moving from Community Health Workers (CHWs) to Community Health Leaders in Urban and Rural Settings"* featured teams of MCW faculty members and CHWs who contributed to COVID-19 outreach efforts. Each team identified some shared challenges, such as language translation needs, the ability to pay CHWs, and coordination with state-wide agencies. Beyond these shared challenges, each group also discussed unique differences when working in urban and rural settings. Teams discussed variations in how CHWs were paid and demographic differences—such as working with primarily Hmong and Hispanic populations in rural areas and Black and Hispanic populations in urban settings.



COMMUNITY ENGAGEMENT

9TH ANNUAL POSTER SESSION

In November 2023, the 9th Annual *Community Engagement Poster Session* was held at the Medical College of Wisconsin (MCW) Milwaukee campus with over 150 in attendance. The poster session annually convenes academic and community partners for education and discussion. Sessions are designed to foster rich dialogue and to promote knowledge, networking, and community-academic collaboration. Presentations may focus on projects, research, metrics, outcomes, or lessons learned from community-engaged research, community-centered information systems design, translational research, and direct collaboration with communities. The OCE is thankful to all presenters, authors, and attendees for engaging in scholarship and providing thoughtful feedback to continue to improve the event.

76 POSTERS PRESENTED

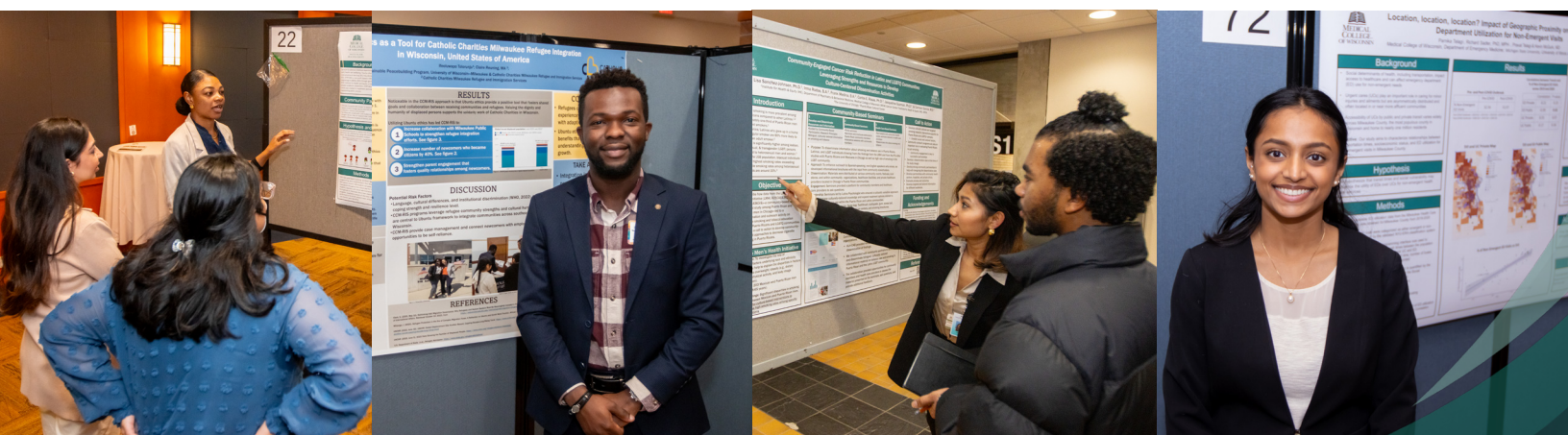
by students, staff and faculty from MCW Milwaukee's School of Medicine, School of Pharmacy, Graduate School, MCW-Central Wisconsin, and MCW-Green Bay, as well as by community and academic partners.

21 MCW DEPARTMENTS + CENTERS

represented by poster authors.

17 NON-MCW ACADEMIC INSTITUTIONS AND MEDICAL CENTERS

represented by poster authors.



POSTERS FOCUSED ON AREAS INCLUDING:

- Behavioral health
- Cancer research, education, and evaluation
- Diversity, equity, and inclusion
- Health care access and quality
- Health education
- Patient care and education
- Social determinants of health

33 COMMUNITY-BASED ORGANIZATIONS REPRESENTED ON POSTERS

- Aging and Disability Resource Center of Waukesha County
- American Cancer Society
- AmeriCorps
- Brookfield Central High School
- Catholic Charities- Refugee and Immigration Service
- Children's Health Alliance of Wisconsin
- City of Milwaukee Health Department
- City on a Hill
- Coalition on Lead Emergency
- Community Water Services
- Enrich, Excel, Achieve Learning Academy
- Evaluation Plus
- Filipino Young Leaders Program
- FORGE Wisconsin
- Health Plus Indiana
- Housing Authority of the City of Milwaukee
- Mental Health America
- Milwaukee Health Care Partnership
- Milwaukee Succeeds
- Moffitt Cancer Center and Research Institute
- Next Step Clinic
- Penfield Children's Center
- Project WisHope
- Puerto Rican Cultural Center
- Social Development Commission
- United Community Center
- Waukesha Family Medicine Residency at ProHealth Care
- Wello, Inc.
- Wisconsin Association of Free and Charitable Clinics
- Wisconsin Doula's of Color Collective
- Wisconsin Women's Health Foundation
- Y-Eat Right, Nutritional Consultant for Healthy Living
- YWCA Southeast Wisconsin

View the 2023 Poster Session abstract catalog:

<https://www.mcw.edu/-/media/MCW/Departments/Community-Engagement/Documents-and-Slides/Poster-Session/2023-CE-Poster-Session-Abstract-Catalog.pdf>

COMMUNITY ENGAGEMENT SPOTLIGHT SERIES

The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) continued its *Community Engagement (CE) Spotlight Series* in 2023, hosting nine monthly sessions via Zoom. This all-virtual series provided a convenient and regular opportunity for both internal and external audience members to learn more about the important work of community partners; demonstrate the ways they are partnering with people and programs at MCW; raise awareness of issues that partners work toward, represent, or support; and provide an option for audience members to donate time, effort, or money to a designated related organization, issue, or movement.

Since its launch in September 2021, the *CE Spotlight Series* has directly engaged over 600 individuals from within and outside of MCW during the virtual sessions and has highlighted the organizations and programs of more than 20 community partners. The OCE is thankful for the collaboration and expertise of community partner presenters and MCW facilitators. Watch all the recordings here: <https://www.youtube.com/@mcwcommunityengagement5860>

JANUARY 2023: VERSITI BLOOD CENTER OF WISCONSIN

PRESENTER: Brian Bautista, executive vice president and COO, Blood Operations

FACILITATOR: Greg Wesley, JD, MCW

FEBRUARY 2023: PROJECT ADAM

PRESENTERS: Angel Carter, BSN, RN, coordinator, Project ADAM Middle Tennessee Program; Joe Lemel, father of Adam and co-founder, with Adam's mother Patty and Children's Wisconsin, of Project ADAM; Anoop K. Singh, MD, associate professor of pediatrics, MCW; director, cardiac electrophysiology, Children's Wisconsin; program director, pediatric cardiology fellowship; Wisconsin and co-national medical director, Project ADAM; Alli Thompson, MBA, Project ADAM National and Wisconsin administrator, Children's Wisconsin; Kathy Versteegen, RN, advocate, Project ADAM; Jodi Wenzel, RN, CPN, Project ADAM program coordinator, Children's Wisconsin

FACILITATOR: Anoop K. Singh, MD, MCW, Children's Wisconsin, and Project ADAM

MARCH 2023: GEE'S CLIPPERS

PRESENTER: Gee Smith, founder and owner

FACILITATOR: Charles Rogers, PhD, MPH, MS, MCHES, MCW

APRIL 2023: MCW-CENTRAL WISCONSIN ADVOCATES IN MEDICINE PATHWAY (AMP) PROGRAM

PRESENTERS: Emma Ceaglske, near-peer mentor, Advocates in Medicine Pathway program; Sheng Khang, education and outreach coordinator, North Central Area Health Education Center; Norys Pina, community resource coordinator, CAP Service, Inc.; Paul Whitaker, PhD, professor, University of Wisconsin-Stevens Point at Wausau Campus

FACILITATOR: Amy Prunuske, PhD, MCW

MAY 2023: HEAR WISCONSIN

PRESENTER: Jill Van Calster, president and CEO

FACILITATOR: Christina Runge, PhD, MCW

AUGUST 2023: SEBASTIAN FAMILY PSYCHOLOGY CLINIC

PRESENTER: Sebastian Ssempijja, PhD, CEO and clinic director

FACILITATOR: Tiffany Frazer, MPH, MCW

SEPTEMBER 2023: WAUSAU FREE CLINIC

PRESENTERS: Jeffrey Oswald, MD, medical director; Kimberly Shibilsky, clinic coordinator

FACILITATOR: Corina Norrbom, MD, MCW-Central Wisconsin

OCTOBER 2023: NORTHEAST WI MENTAL HEALTH CONNECTION

PRESENTER: Sarah Bassing-Sutton, Community Suicide Prevention coordinator

FACILITATOR: Sarah Kohlbeck, PhD, MPH, MCW

NOVEMBER 2023: THRIVEON COLLABORATION

PRESENTER: Cydney Key, senior director for ThriveOn guest experience and strategic partnerships

FACILITATOR: Debra Nevels, MSHCM, MCW

PRESIDENT'S AWARD

Since 2015, the Medical College of Wisconsin (MCW) *President's Community Engagement Award* has acknowledged the work of a dedicated group of people who achieve excellence in community engagement (CE) and contribute to the wealth of resources at MCW. Each year, the awardees are a testament to the importance of CE and partnerships in enhancing the missions of education, research, patient care, and the health of our communities.

The 2023 *President's Community Engagement Award* recipients demonstrated a wide range of impactful work in areas including:

- addressing the unmet primary care needs of low-income uninsured people,
- founding of a grass-roots peer-led group for veterans and community partners to connect on creative endeavors,
- creating a program that introduces medicine and STEM-related professions to young Milwaukee Hmong students,
- guiding outreach, engagement, and recruiting efforts for a national precision medicine research program,
- researching the impact that socioenvironmental stress—including neighborhood violence and discrimination—has on health outcomes following trauma, and
- caring for and providing support to vulnerable populations to break the cycle of violence.



"Receiving the MCW President's Community Engagement Award is such an honor for the First Presbyterian Church Wausau Free Clinic. This recognition of our medical mission work serving poor and uninsured local residents means the world to our volunteers and staff. We proudly display the plaque in our reception area for all to see. Thank you for this blessing."

- WAUSAU FREE CLINIC MEDICAL TEAM

The annual *President's Community Engagement Award* is administered by the MCW Office of Community Engagement (OCE) in partnership with MCW's *Office of the President*. The award recognizes exemplary leadership and excellence in community engagement by MCW faculty, staff, students, and community partners. **John R. Raymond**, Sr., MD, president and chief executive officer of MCW, opened the award ceremony with a warm welcome to attendees, after which **Staci Young**, PhD, senior associate dean for community engagement and professor of family and community medicine, presented the awards.

The 2023 award ceremony was held in person and highlighted the tremendous significance and energy for CE work at MCW and within our community. It provides the opportunity to showcase the community-academic partnerships and projects, community-engaged research, and community outreach activities that advance MCW's CE mission and positively impact the health of Wisconsin communities. Since the first *President's Community Engagement Award* ceremony in 2015, 58 CE practitioners (13 students, 15 staff members, 15 faculty members, and 15 community partners/programs) have been honored.

2023 AWARDEES

Vera Roddy, BA
Veteran Advocate
Community Partner

First Presbyterian Church Wausau Free Clinic
Community Partner
Accepted by Jeffrey Oswald, MD
and Jeffrey Todd, MS, CMPE
Wausau Free Clinic Medical Team

laong Vang
MCW-Milwaukee Student

Team of Terri deRoos-Cassini, PhD, MS
and **David Milia**, MD
MCW-Milwaukee Faculty

Karen Dotson, MHA
MCW-Milwaukee Staff

STAFF SURVEY & NEW DASHBOARD

1,746

TOTAL ACTIVITIES REPORTED IN 2023 BY

621

STAFF MEMBERS PARTNERING WITH

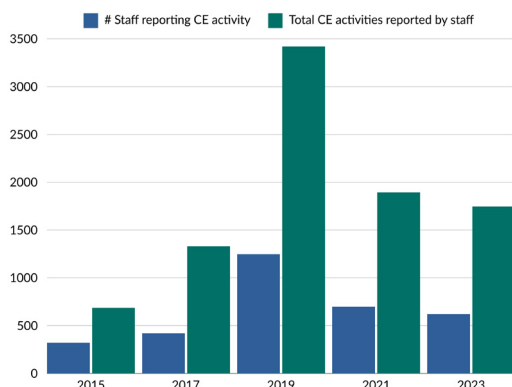
338

UNIQUE ORGANIZATIONS.

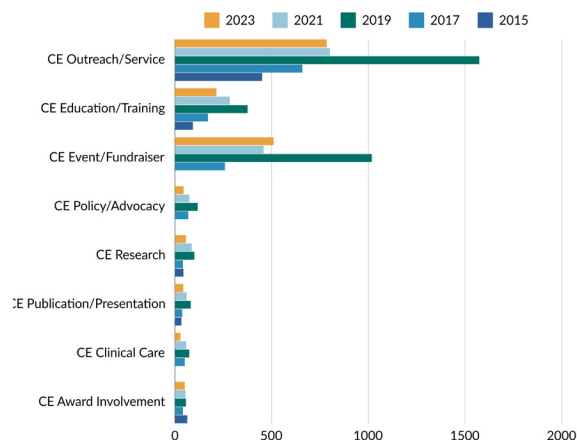
1,895

TOTAL ACTIVITIES REPORTED
IN 2021 COMPARATIVELY

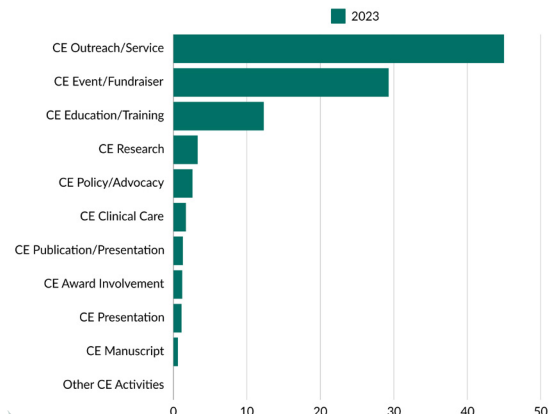
MCW STAFF CE SURVEY RESULTS



MCW STAFF SURVEY: CE ACTIVITIES BY CATEGORY



% OF CE ACTIVITIES REPORTED BY CATEGORY



The *Community Engagement (CE) Dashboard* has been updated with the 2023 MCW staff CE survey data in combination with a new look and reporting features. The institution-wide survey was first administered by the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) in 2014 and is used as a self-reporting tool to track faculty and staff community-engaged activities and how employees are engaging with and supporting MCW's CE mission. The survey is distributed annually and alternates each year between faculty and staff, with staff most recently completing it in 2023.

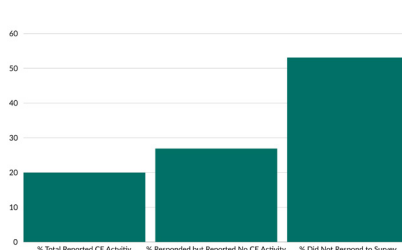
The CE survey continues to capture data in categories including *Outreach and Service; Events and Fundraisers; Education and Service Learning; Research; Clinical Care; Policy and Advocacy; Presentations and Publications; and Awards*. The community organizations with which respondents have partnered are reported with the sections of *Outreach and Service, Research, and Policy and Advocacy*.

The data allows for longitudinal reporting of results and provides a more comprehensive picture of MCW's CE mission. OCE continues to collaborate on the *CE Dashboard* with the MCW *Business Intelligence* team to visualize the survey results and improve the technical build and integration with enterprise systems. The *CE Dashboard* is for internal use only – individuals seeking access can contact the Office of Community Engagement directly.

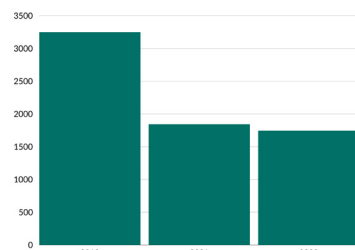
The OCE uses information from this survey for mission advancement; identifying strategic priorities; substantiating CE research; applying for grants, awards, and recognitions; and tracking how CE occurs among our faculty, staff, and community. Future work will continue to focus on improving surveys and simplifying methods to boost response rates, increase accuracy, and enhance real-time capture of CE activities.

Responses provide an opportunity to understand more about community engagement at an institutional level, and the OCE is grateful for all staff who complete the survey and who engage in CE activities that advance the health of our communities.

STAFF RESPONSE RATE (2023 SURVEY)



TOTAL CE ACTIVITIES (2023 SURVEY)

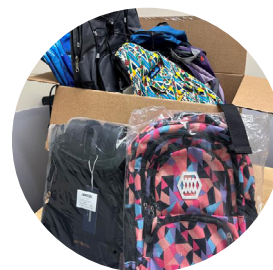


COMMUNITY ENGAGEMENT OUTREACH ACTIVITIES

FIRST ANNUAL DONATION DRIVE FOR ESSENTIAL SUPPLIES

The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) hosted its first annual *Community Engagement Donation Drive for Essential Supplies* throughout May 2023. The drive collected donations of new underwear and new and gently used backpacks, items that are greatly needed by many community organizations serving people experiencing housing instability and other challenges. Donations were collected in bins placed around the MCW-Milwaukee campus, at OCE's annual in-person conference, and via purchases made from an Amazon Wish List. The OCE is grateful for the donations of 26 packages of new underwear and 17 new and gently used backpacks that benefited *Courage MKE* and *StreetLife Communities*, two Milwaukee-area organizations serving marginalized communities.

Learn more about both organizations by visiting their websites
<https://www.couragemke.org/> and <https://www.streetlifecommunities.org/>



JUNETEENTH STREET FESTIVAL

In June 2023, the OCE and other MCW departments were represented at the *52nd Juneteenth Street Festival* presented by the *Northcott Neighborhood House*. The 2023 theme was “*I am Juneteenth*.”

The OCE coordinated a booth, sponsored by **Joseph Kerschner, MD, Julia A. Uihlein, MA, Dean of the MCW School of Medicine and provost and executive vice president**. The booth was staffed by over two dozen individuals representing different MCW units, including the *Department of Psychiatry and Behavioral Medicine*, *Advancing a Healthier Wisconsin Endowment*, the *Department of*

Family and Community Medicine Northside Residency Program, and the *Captain John D. Mason Veteran Peer Outreach Program*.

Throughout the day, department representatives had the opportunity to interact with festival attendees and provide resources for mental health, veteran support, and connecting with a primary care provider. In addition, OCE staff were present throughout the day to give away hundreds of MCW-branded water bottles, bags, pens, and candy. The shared MCW booth was adjacent to the *ThriveOn* booth, showcasing MCW and *ThriveOn*'s joint commitment to the community.



COMMUNITY AND CLINICAL SOLUTIONS TO LEAD VIRTUAL WEBINAR SERIES

The *Community and Clinical Solutions to Lead* virtual webinar series returned in March 2023 to build on the previous two-part series hosted in December 2021. The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) and the *Department of Family and Community Medicine* partnered with the *Clinical and Community Solutions to Lead-Free Children Project*, funded by the *Advancing a Healthier Wisconsin Endowment*, to present

WEBINAR SERIES—PART 1 Leaducation: A Focus on Water

BACKGROUND:

This session focused on a secondary source of lead poisoning: lead in water. Attendees learned about lead service lines and other possible interior sources of lead in water, ways to protect one's family from potential lead in water, and strategies for improvement.

PRESENTERS:

David Nelson, PhD, MS, professor of family and community medicine, MCW-Milwaukee, **Heather Paradis**, MD, MPH, deputy commissioner, medical services and chief medical officer, *Milwaukee Health Department*; pediatric specialist, *Children's Wisconsin*, **Michelle Natarajan**, MS, water quality manager, *Milwaukee Water Works* and **Shyquetta McElroy**, parent advocate, *Coalition on Lead Emergency (COLE)*

PANEL: POLICIES, PROGRESS, AND OPPORTUNITIES

Sharon Adams, MSW, executive director, *Community Water Services*, **Richard Diaz**, chair, *COLE*, **Shyquetta McElroy**, parent advocate, *COLE*, **Michelle Natarajan**, MS, water quality manager, *Milwaukee Water Works* and **Brian Rothgery**, marketing and communications director, *Milwaukee Water Works*

Access the Webinar Series—Part 1 recording at
<https://www.youtube.com/watch?v=Tw6ItKa-kCE>

WEBINAR SERIES—PART 2 Leaducation: A Focus on Paint, Dust, and Soil

BACKGROUND:

This session focused on paint, dust, and soil as the main sources of lead poisoning in children. Attendees learned about environmental lead testing, response, and prevention processes and the impact of COVID-19 on the frequency of blood tests for lead levels.

PRESENTERS:

John Meurer, MD, MBA, professor, community health and pediatrics; director, *Institute for Health & Equity*, MCW, **Ofelia Mondragon**, residential services manager, *Social Development Commission*, **Michael Mannan**, director, home environmental health, *Milwaukee Health Department* and **Maria Beltran**, outreach director, *COLE*

PANEL: PROGRESS AND BIG 'P' (PUBLIC/GOVERNMENTAL) AND LITTLE 'P' (PRIVATE/NON-GOVERNMENTAL) POLICIES—CURRENT AND FUTURE OPPORTUNITIES FOR IMPROVEMENT

Anastasia Brennan, MCS, MPH, RN, senior project manager, health management, *Children's Wisconsin*, **Franklin Cumberbatch**, vice president—engagement, *Bader Philanthropies, Inc.*, **Richard Diaz**, chair, *COLE*, **Jamie Ferschinger**, director of environmental health and community wellness, *Sixteenth Street Community Health Centers*, **Michael Mannan**, director of home environmental health, *Milwaukee Health Department*, **Ofelia Mondragon**, residential services manager, *Social Development Commission* and **Brian Weaver**, MPH, lead policy advisor, *Wisconsin Department of Health Services*

Access the Webinar Series—Part 2 recording at
<https://www.youtube.com/watch?v=MmHEf1MnuY>

this two-part webinar series exploring solutions to the ongoing problem of lead exposure in Milwaukee County communities. Lead exposure is a pervasive issue in our post-industrial city, with a core housing stock that was built with lead-based paint, lead laterals, and lead solder. Sessions focused on lead in water, paint, dust, and soil. For more information about lead safety in Milwaukee, visit www.preventlead.org.

BRIDGING HEALTH, MEDICINE, & COMMUNITY ENGAGEMENT TO IMPACT HEALTH DISPARITIES

MCW OCE and the *Department of Family and Community Medicine*, in partnership with the *Milwaukee County Organizations Promoting Prevention (MCOPP)* coalition and *Y-EAT Right, Nutritional Consultant for Healthy Living*, received funding and collaborated with the *Wisconsin Chronic Disease Prevention Program* to implement evidence-based programs and activities. This effort was possible through the CDC-funded *Improving the Health of Americans through Prevention and Management of Diabetes, Heart Disease, and Stroke (1815 grant)* program.

The work incorporated a health equity approach to reach populations most impacted by chronic diseases through communication, education, and skill building. The project created virtual spaces for culturally relevant resource sharing with the community and clinicians, highlighting the many cultural assets within the community that are positively impacting health disparities. Project Components:

DAYS OF LEARNING PODCAST SERIES:

Guest interviews focused on health, wellness, medicine, and community engagement, and their influence on chronic disease risks in our communities.

BACK TO THE KITCHEN (BTTK) VIDEO SERIES:

Demonstrated healthy food preparations by community partner *Y-EAT Right*, posed nutrition reflection questions to viewers, and featured discussions with community health and wellness champions from Milwaukee's diverse communities.

HEART HEALTH AMBASSADOR PROGRAM:

Provided support to lower and manage high blood pressure through self-monitoring blood pressure and nutrition education and meal planning skill-building.

RESULTS:

- 100+ partners involved
- 50+ community organizations involved
- 1,365 podcast episode all-time plays
- 13 Heart Health Ambassador participants
- 100% of BTTK participants made changes in their eating habits
- 90% of BTTK participants felt better informed about their health and well-being
- Established new community-clinical linkages to refer patients with type 2 diabetes
- Increased access in community settings to self-measured blood pressure programs and resources, with a tie to community health worker support
- Provided nutrition education and healthy food preparation skill building to patients from underserved communities of color at risk for prediabetes and hypertension, specifically in the priority populations of the north and south sides of Milwaukee

PROJECT COLLABORATORS:

American Heart Association, Ascension All Saints - Family Health Center, Ascension Columbia St. Mary's Health Center, Milwaukee Area Health Education Center, Milwaukee County Organizations Promoting Prevention, Missionary Currie for Women and Children, Inc and Y-EAT Right, Nutritional Consultant for Healthy Living

STUDENT SUMMER SERIES & SCHOLARLY PATHWAYS

SUMMER SERIES

During the summer of 2023, the Medical College of Wisconsin (MCW) continued its collaboration with the *University of Nebraska Medical Center* (UNMC) to present a *Community Engagement Summer Series* for students interested in furthering their CE knowledge and understanding. The series comprised four sessions, each co-led by an MCW/UNMC faculty member and a community partner.

CE STUDENT SUMMER SERIES SESSIONS

- *Moving Towards Residency and Career*
- *Equitable Power and Responsibility*
- *Effective Dissemination and Capacity Building*
- *Strong Community-Academic Partnership*

The sessions provided a platform for students to not only hear from knowledgeable instructors but to also engage in meaningful discussions in breakout rooms, encouraging active learning and the exchange of diverse perspectives. This series served as a significant step toward nurturing a new generation of healthcare professionals with a strong commitment to CE and social responsibility. Sixteen students participated in this series, with learners drawn equally from MCW and UNMC.

“The sessions were engaging and thought-provoking, and I enjoyed being a part of it.”



MCWFUSION™ SCHOLARLY PATHWAYS

The new MCW School of Medicine curriculum, *MCWfusion™*, launched in July 2023. *MCWfusion™* features differentiated training opportunities for students, *Scholarly Pathways*. These opportunities are specialized concentrations, allowing students to delve into areas of interest in greater depth. MCW offers eight *Scholarly Pathways* for students. *The Urban and Community Health (UCH) Pathway* stands out as being particularly community centered, emphasizing student work in CE and requiring service learning with community organizations that address locally identified needs. By immersing themselves in the context of patients' lives and community-oriented practice, students will gain a greater understanding of the social determinants of health and refine their roles as both citizens and healthcare professionals. This holistic approach empowers future physicians to effectively serve urban, underserved, and vulnerable populations, contributing to the reduction of health disparities and advancing community well-being.

This transformed *Pathway* experience is bolstered by a new partnership between the *UCH Pathway* and the OCE. Coordinating and centralizing efforts around community-engaged education is a key goal for OCE, and the partnership with the *UCH Pathway* is an important step.



KEY ACADEMIC PARTNER HIGHLIGHT

Heidi Keeler, PhD, RN

Associate Professor, College of Nursing

Assistant Vice Chancellor, Office of Community Engagement

Director, Continuing Nursing Education

University of Nebraska Medical Center (UNMC)

Dr. Heidi Keeler connected with the MCW OCE through the *Community Engaged Scholars Mentoring Network* when she was a mentee with **Dr. Syed Ahmed**, MD, MPH, DrPH the former MCW Senior Associate Dean for Community Engagement. When MCW OCE developed the CE Student Summer Series in 2020, Dr. Keeler shared the opportunity with UNMC medical students. Dr. Keeler's role progressed to collaborating on the series plans, co-facilitating sessions, and continuing to share the opportunity with UNMC students. MCW and UNMC share a unique bond in being two of only four U.S. medical schools with the *Carnegie Elective Classification for Community Engagement*.

COMMUNITY ENGAGED LEARNER OPPORTUNITIES

2023 IMMERSION PROGRAM

The 2023 Community Engaged Scholars Immersion Program, hosted by the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE), was the latest iteration of the immersion program. Building on the inaugural 2019 program and the successful 2022 program, the 2023 program continued to be an engaging initiative. A diverse cohort of 23 participants from Wisconsin and Illinois took part in this immersive learning in Milwaukee.

The goal of this 3.5 day program was to build community engagement (CE) capacity among researchers and scholars looking to deepen and expand their existing CE practice. During this experience, participants learned the principles and processes of CE and community-engaged research, considered the role of social determinants of health (SDOH) in CE work, and learned from the experiences of various Milwaukee-area community partners with community-academic partnerships.

The program kicked off with a networking event for current participants and presenters, as well as past participants. In the days that

followed, participants had the opportunity to visit several areas of Milwaukee and learn from community leaders and MCW researchers at various locations, including *Escuela Verde* in Milwaukee's Silver City, the *African American Chamber of Commerce*, and *The Table*, among others. The program also visited *Alice's Garden* and met with experienced community organizer **Venice Williams**. Programming throughout the week was collaboratively developed with community leaders and stimulated robust discussions.

At the close of the program, participants reported that hearing about the lived experience of community partners and residents during the sessions at the community locations enhanced their understanding of SDOH. Participants reflected on how they might change their practices to align with community partners in meaningful relationships. Participants' feedback and reflections indicated that the Immersion Program achieved what it set out to do: spur conversation, provide space for reflection, and highlight the value of community-engaged practice.



PRAISE FROM PARTICIPANTS

"I found every presenter to be compelling, insightful, and engaging. It is an experience I will be thinking about for a long time, in my work and in my personal life! I have been sharing out ideas with my social network and look forward to continuing those conversations."

"This was an INCREDIBLE experience. I believe it was very well-balanced, had lots of community voice and interaction, and was a safe space to learn and have deep conversations with others in the cohort."

"Excellent program—very eye-opening and inspiring and gave me lots of ideas for how I can incorporate community engagement in my work (through clinical care, programmatic development, and research endeavors)."

ACCOMPLISHMENTS

SELECTED AWARDS

Office of Community Engagement (OCE) team of Bryan Johnston, MD, Leslie Ruffalo, PhD, MS, David Nelson, PhD, MS, Sarah O'Connor, MS, Erika Petterson, MA, and Staci Young, PhD

- *Department of Family and Community Medicine Published Paper of the Year Award, Medical College of Wisconsin, 2023*

Zeno Franco, PhD

- *Teaching Award, Doctor of Public Health Program (Research Methods), Medical College of Wisconsin, 2023*

Bryan Johnston, MD

- *Department of Family and Community Medicine Community Partnership Award (Meta House), Medical College of Wisconsin, 2023*
- *Kern Scholar, 2023*

Leslie Ruffalo, PhD, MS

- *Alpha Omega Alpha National Honor Society, 2023*
- *Society of Teaching Scholars Award, Medical College of Wisconsin, 2023*

Staci Young, PhD

- *Learning Resources Fund Innovative Educational Project Award, Medical College of Wisconsin, 2023*
- *Women of Influence Award, Milwaukee Business Journal, 2023*
- *President's Diversity and Inclusion Award (Saturday Clinic for the Uninsured), Medical College of Wisconsin, 2023*

SELECTED PRESENTATIONS

- Abufares N, **Young S**, McDonnell S, Klett B, Basir M. Baby Talk: Exploring Barriers and Facilitators to Parent-Physician Communication in the NICU. Pediatric Academic Society; 2023
- Anderson I, Zaglou M, Mohammed B, Lucero M, Nelson B, Lundh R, **Young S**. Intentional Steps Towards Anti-Racism: A Roadmap for Student-Led Free Clinics. Society of Student Run Free Clinics Annual Conference; 2023
- Balfour M, Benbow J, Korom B, **Ruffalo L, Johnston B**. Defining factors promoting successful virtual elementary school nutrition education during the pandemic. Society of Teachers of Family Medicine Conference on Medical Student Education; 2023
- **Bernstein R, Ruffalo L**. Ideas to Action: Addressing Social Determinants of Health during COVID. MCW Community Engagement Annual Spring Conference; 2023
- **Burke K, Johnston B, Keeler H, Ruffalo L, O'Connor S, Young S**. Community Engagement Summer Series for Students: A Program Description and Evaluation. MCW Community Engagement Poster Session; 2023
- Flower M, **Franco Z**, Whittle J, **Ruffalo L** & Hooyer K. A Decade of Grassroots Veteran Engagement to Informing National VA Policy - A Personal Journey. Veteran Affairs Health Services Research & Development (HSR&D) National Meeting; 2023
- **Franco Z**, Sandy M, Stevenson M, Belton G. Humanistic Perspectives in the Public Health Response to COVID-19. American Psychological Association Division 32, Society for Humanistic Psychology Annual Conference; 2023
- Glasman L, Musinguzi G, Katende D, Ogwal M, Twaib W, Nakabugo F, **Johnston B**, Dickson-Gomez J. Feasibility of integrating buprenorphine into a harm reduction program for people who inject drugs in Kampala, Uganda. 2023 Virtual NIDA International Forum; 2023
- Hayes J, **Johnston B**. ABFM clinical preceptor performance improvement initiative (MOC). MCW Winter Refresher Course for Family Medicine; 2023
- Hayes J, **Johnston B**, Bodden S, Barenboim H, Waldhart J, **Ruffalo L**, Bauer L. No more multiple choice! How open-ended, open internet, team based vignettes saved our clerkship. STFM Annual Conference on Medical Student Education; 2023
- **Johnston B**. A brief introduction to the treatment of substance use disorders in the USA. Legal Action Center Great Lakes regional webinar; 2023
- **Johnston B**. Let's talk about alcohol: a case-based update on addressing the spectrum of alcohol use. MCW Winter Refresher Course for Family Medicine; 2023
- **Johnston B**. Poverty and the impact on health and social determinants/impact in the home. The System of Wellness Instruction for Teachers and Teens - national collaborative for physical and emotional wellness; 2023
- **Johnston B**. Primary Care in the Developing World. Global Health Scholars Program presentation, MCW; 2023
- **Johnston B**, Katende D, Twaibu W, Glasman L, Ogwal M, Musinguzi G, Dickson-Gomez J. Community-based buprenorphine treatment in Kampala, Uganda. MCW Department of Family and Community Medicine Grand Rounds; 2023
- **Johnston B**, Songco D, Troncone D, Prestby K, Jastrow J, Lundh R. Developing Family Medicine residents as community health educators. MCW Department of Family and Community Medicine Research Forum; 2023
- **Johnston B**, Songco D, Troncone K, Prestby K, Jastrow J, Lundh R. Developing group skills in family medicine residents by supporting them as community health educators. The Forum for Behavioral Science in Family Medicine; 2023
- Meurer J, **Johnston B**. Climate Change and Health- Plenary talk. MCW Winter Refresher Course for Family Medicine; 2023
- Miller J, Doucas A, Bowie O, Dong X, Karra H, Thareja S, Terrell J, Hernandez S, Corujo-Ramirez A, Xia N, Qi S, Huang C, Lundh R, **Young S**. Assessing Social Determinants of Health at a Primary Care Clinic for Uninsured Patients: Correlations and Resource Usefulness. North American Primary Care Research Group Annual Meeting; 2023
- Mohammed B, Zaglou M, Anderson I, Lucero M, **Young S**, Lundh R. Impact of Brief Cultural Humility & Implicit Bias Trainings at the Saturday Clinic for the Uninsured. American College Physicians – WI Annual Scientific Meeting; 2023
- Nataliyansyah M, Georgeades C, **Young S**, Pezzin L, Van Arendonk K. Assessment of Decision-Making Process for Pediatric Surgery Among Families in Rural Areas: A Mixed-Methods Study. Academy Health Annual Research Meeting; 2023
- Neman S, Tran J, Cherubin T, Leissring M, Gonzalez N, Viteri A, Zepeda J, Cairns D, Humphrey S, Lundh R, **Young S**, Vaughn O. Cultivating Community Outreach Efforts to Increase Utilization of Dermatology Services at a Student-Led Free Clinic. Wisconsin Dermatological Society Fall Meeting; 2023
- Okoduwa E, **Young S**. Disparities in Life Expectancy in the United States: Past, Present, and Future. American Public Health Association Annual Meeting; 2023
- Prom J, Lucero M, Czarnecki R, Papadimitriou A, Nelson B, Harrison R, **Young S**, Lundh R. Improving Training of Student Managers at a Student-Run Free Clinic through Curricular Design. Society of Student Run Free Clinics Annual Conference; 2023

SELECTED PRESENTATIONS

- Rendon A, Cuevas C, **Young S**, Jankowski C, Beltran-Ponce S, Berendt M, Griggs J, Walker D, Harris M, Beyer K, Jones N, Okoduwa E. Comparison of racial and socioeconomic factors among Hispanic and non-Hispanic white women breast cancer survivors. American Public Health Association Annual Meeting; 2023
- Ruffalo L**, Wrzosek, Beckmann K, Gilligan M, Kay C, Pavlic A, Sauter C, Aschoff H. The use of a professional development course to assess competency-based progression in undergraduate medical education. International Association Medical Student Education Annual Conference; 2023
- Silk H, Allen R, **Bernstein R**, Hayes C. Silver Diamine Fluoride: A cost effective tool for medical providers to thwart caries and promote health equity. Harvard School of Dental Medicine Initiative to Integrate Oral Health and Medicine and the Center for the Integration of Primary Care and Oral Health; 2023
- Telagi P, **Johnston B**. Brain Doctors: Evaluating a Mental Health Initiative for Elementary School Students. MCW Community Engagement Poster Session; 2023
- Troncone C, Lundh R, **Johnston B**, Songco D. Building Bridges through Community Engagement: Developing Family Medicine Residents as Community Health Educators. MCW Community Engagement Poster Session; 2023
- Weiland D, Tunell N, Sun L, Galbis-Reig D, Vanderboom C, Kubicek J, Doniere J, Dopp A, **Johnston B**. Evaluating the impact of a hospital-based buprenorphine consult service in an underserved, high-need urban community. Society of Teachers of Family Medicine Annual Spring Conference; 2023
- Weiland D, Tunell N, Sun L, Lutz P, Galbis-Reig D, Vanderboom C, Doniere D, Dopp A, Kubicek J, **Johnston B**. Evaluating the impact of a hospital-based buprenorphine pilot program in an underserved, high-need urban community, Wisconsin Society of Addiction Medicine Conference; 2023
- Young S**. A Statewide Perspective on Diversity, Equity, and Inclusion. Toward One Wisconsin conference; 2023
- Young S**. ThriveOn Collaboration: A Generational Investment to Improve Health Equity. Coalition for Urban Metropolitan Universities; 2023
- Young S**, Frazer D, Meister T, Cawthra T, Pinsonnault L, Fairfield F, Piehowski C, Proctor J, Taebl K, Stolley M. Collaborative Work groups – Authentic Community Collaboration to Reduce Wisconsin's Breast and Lung Cancer Disparities. AACR Conference on The Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved; 2023
- Young S**, Geraci J, Kenney E. Housing Access for Women in Street-based Sex Work. SDC Summit on Poverty; 2023
- Zaghloul M, Lam T, Osafo N, Noel J, Lundh R, **Young S**, Bock J. Education and Community Outreach Efforts to Increase Utilization of Otolaryngology Services at a Student Led Free Clinic. Society of Student Run Free Clinics Annual Conference; 2023
- Zaghloul M, Mohammed B, Harrison R, **Young S**, Dyer J, Lundh R. Assessing the Impact of a Clinical Continuity Track (CCT) Program for Patients with Chronic Conditions. Society of Student Run Free Clinics Annual Conference; 2023

SELECTED INTERVIEWS AND OTHER MEDIA

Young S. Interviewed/guest. *WNOV 860 AM*. Juneteenth Day broadcast: community engagement as a strategy to address cancer disparities in the African American community. June 19, 2023.

SELECTED PUBLICATIONS

- Conroy M, Remmers C, Korom B, Malloy M, Sieracki R, Thalji S, Tsai S, **Nelson D**. Pancreatic Cancer and Community Engagement: A Scoping Review of the Literature. *Oncology Issues*. 2023;38(5), 52-60.
<https://doi.org/10.3928/25731777-20230920-06>
- Franco Z**, Davis CS, Kalet A, Hooyer K, **Nelson D**, El Amin Q, Stevenson M, Cox M, Yaspan A, Perkins H, Kryshak T, Kryshak M, Spelley R, Abdullah A, Lord M, **O'Connor S**, Ahmed S. Medical School Civic Engagement During COVID-19: Activating Institutions for Equitable Community Response. *Journal of Humanistic Psychology*. 2023;0(0).
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- Franco Z**, Hooyer K, **Ruffalo L**, Fung RAFH, Flower M, Whittle J. Foreword to the Second Volume of the Special Issue on Veteran Community Engagement. *Journal of Humanistic Psychology*. 2023;63(6):735-743.
<https://doi.org/10.1177/00221678231204932>
- Haque MR, **Franco Z**, Hossain MF, Frydrychowicz W, Madiraju P, Baker ND, Hooyer K, Ahamed SI, Winstead O, Curry R, Rubya S. Perceptions of Mental Health Crisis among US Military Veteran Peer Mentors and Potential of Mobile-Based Peer-Support Interventions. *Computer Supported Cooperative Work and Social Computing*. 2023;33-38.
<https://doi.org/10.1145/3584931.3607009>
- Johnston B**, **Ruffalo L**, **Nelson D**, **O'Connor S**, **Petterson E**, **Young S**. The Stacked Community Engagement model: A practical model for developing community-engaged academic medical faculty. *J Clin Transl Sci*. 2023;7(1):e36.
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- Johnston B**, **Ruffalo L**, **Nelson D**, **O'Connor S**, **Young S**. Foundations of Community Engagement: A Series for Effective Community-Engaged Research. *MedEdPORTAL*. 2023;19:11350.
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- Kay C, Pavlic A, **Ruffalo L**. (2023). The case for flourishing in the time of wellness. *Annals of Internal Medicine*. 2023;176(9).
<https://doi.org/10.7326/M23-0907>
- Kohlbeck S, Quinn K, deRoos-Cassini T, Hargarten S, **Nelson D**, Cassidy L. A social ecological analysis of Farmer Stresses and supports in Wisconsin. *SSM – Qualitative Research in Health*. 2023.
<https://doi.org/10.1016/j.ssmqr.2023.100248>
- Korom B, Malloy M, Remmers C, Cevilla M, Dione K, Papanek P, Condit J, **Nelson D**. "It's about being healthy"; a novel approach to the socio-ecological model using family perspectives within the Latinx community. *BMC Public Health*. 2023;23:86.
<https://doi.org/10.1186/s12889-023-15005-2>
- Malloy M, Tarima S, Canales B, **Nelson D**, Hanley J. Identifying Risk Factors for Appointment No-Shows in a Pediatric Orthopaedic Surgery Clinic: Original Research. *Journal of the Pediatric Orthopaedic Society of North America*. 2023;5(3).
<https://doi.org/10.55275/JPOSNA-2023-695>
- Thareja S, Yang X, Mia MR, Upama PB, Torres SP, Coroft LJ, McGaughey K, **Franco Z**, Whittle J. 441 Southeastern Wisconsin Community-Based Participatory Research using the All of Us Researcher Workbench. *J Clin Transl Sci*. 2023;7(s1):131.
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DEFINITIONS THAT GUIDE OUR WORK

Collaboration is a “process by which groups come together, establishing a formal commitment to work together to achieve common goals and objectives” through joint ownership of the work, risks, results, and rewards.¹

Community is “a group of individuals organized into a unit or manifesting some unifying trait or common interest. Community need not be defined solely by geography. It can refer to a group that self-identifies by age, ethnicity, gender, sexual orientation, special interest, faith, life experience, disability, illness, or health condition; it can refer to a common interest or cause, a sense of identification or shared emotional connection, shared values or norms, mutual influence, common interest, or commitment to meeting a shared need.”²

Community-Academic Partnership is “partnership that leverages the strengths of both community and academic partners to answer community health problems.”³

Community Based Participatory Research (CBPR) is “a collaborative approach to research that equitably involves, for example, community members, organizational representatives, and researchers in all aspects of the research process.”⁶ “CBPR begins with a research topic of importance to the community with the aim of combining knowledge and action for social change to improve community health and eliminate health disparities.”⁵

Community Capacity Building is “an increase in community groups’ abilities to define, assess, analyze, and act on health or any other concerns of importance to their members.”⁶

Community-Engaged Clinical Care is a patient-centered healthcare approach situated within the broader context of family and community. This clinical care approach is sensitive to the particular needs of the populations served in order to improve credibility and trust among the community. This form of clinical care goes beyond the traditional patient-provider relationship, recognizing the importance of community dynamics in influencing health outcomes.⁷

Community-Engaged Coursework refers to courses that incorporate principles of community engagement, emphasizing the application of these principles in professional work. Students learn theoretical insights into community engagement and actively engage in practical exercises and projects that allow them to directly apply these principles. The coursework emphasizes the development of skills, competencies, and ethical considerations necessary for effective collaboration with communities.⁷

Community-Engaged Dissemination is “a way to distribute and integrate research evidence and evidence-based practice within communities and service systems.”⁸

Community-Engaged Policy and Advocacy involves collaboratively developing policy statements and recommendations to provide “policymakers and other state officials . . . insight into identifying values, ideas and recommendations of the communities that they serve.” This approach aims to foster community understanding of issues, leading to greater ownership of initiatives. Targeted actions intend to change policies, laws, budgets, and create new programs. It also involves educating leaders and administrators while promoting open dialogues with deci-

sion-makers to ensure community voices shape policy decisions.⁹

Community-Engaged Research (CEnR) is “a process of inclusive participation that supports mutual respect of values, strategies, and actions for authentic partnership of people affiliated with or self-identified by geographic proximity, special interest, or similar situations to address issues affecting the well-being of the community or focus.”¹⁰ It “is a core element of any research effort involving communities which requires academic members to become part of the community and community members to become part of the research team, thereby creating a unique working and learning environment before, during, and after the research.”¹⁰

Community Engagement is “collaboration between institutions of higher education and their larger communities (local, regional, state, national, global) for mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”¹¹

Community Outreach is “the ways faculty, staff, and students collaborate with external groups in mutually beneficial partnerships that are grounded in scholarship and consistent with [the] role and mission” of their professional appointment.¹²

Community Service is co-curricular or extracurricular service that is done apart from or in addition to academic or professional duties.¹³

Health is broadly defined as a “state of complete physical, mental, and social well-being, and not merely the absence of disease.”¹⁴ It is “a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities.”¹⁵

Health Disparities refer to “a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.”¹⁶

Health Equity means that “everyone has a fair and just opportunity to be healthier. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care. . . . For the purposes of measurement, health equity means reducing and ultimately eliminating disparities in health and its determinants that adversely affect excluded or marginalized groups.”¹⁷

Human-Centered Design is “a problem-solving technique that puts real people at the center of the development process, enabling you to create products and services that resonate and are tailored to your audience’s needs.” Community-centered design set the stage for shared governance and people-focused design consideration.¹⁸

Population Health is “the health outcomes of a group of individuals, including the distribution

of such outcomes within the group.”¹⁹

Pronouns are words that “refer to either the people talking (“I” or “you”) or someone or something that is being talked about (like “she”, “it”, “them”, and “this”). Gender pronouns (he/she/they/ze etc.) specifically refer to the person you are referring to.” “Asking and correctly using someone’s pronouns is one of the most basic ways to show your respect for their gender identity.”²⁰

Public Health has the mission of “fulfilling society’s interest in assuring conditions in which people can be healthy.”²¹ “Public health promotes and protects the health of all people and their communities.”²² “Public health works to track disease outbreaks, prevent injuries, and shed light on why some of us are more likely to suffer from poor health than others.”²²

Service Learning is a comprehensive educational approach that integrates a structured learning experience with community service, where students actively engage in addressing community-identified concerns. Students are immersed in real-world situations, fostering a reciprocal relationship between academic learning objectives and hands-on service activities.⁷

Social Determinants of Health are “the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, and political systems.”²³

Social Justice is “the view that everyone deserves equal rights and opportunities — this includes the right to good health.”²⁸ Elimination of oppression and the “isms” to create a full and equal participation of all groups in a society where the distribution of resources is equitable and all members are physically and emotionally safe and secure.²⁴

Translational Science is “the field that generates scientific and operational innovations that overcome longstanding challenges along the translational research pipeline. These include scientific, operational, financial and administrative innovations that transform the way that research is done, making it faster, more efficient, and more impactful.”²⁵

Translational Science Spectrum is a continuum of “activities where critical insights are passed between research modalities so that biomedical discoveries can lead to tangible improvements in human health.” Basic science discoveries are “translated” to generate clinical insights which then are developed to inform implications for clinical practice which then lead to implications for population health. Levels of the spectrum are often identified by “T-levels”²⁶ which correspond to the following:

- T0—Basic Scientific Discovery
- T1—Translation to Humans
- T2—Translation to Patients
- T3—Translation to Practice
- T4—Translation to Population Health
- T5—Improved Global Health

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